

**AMENDMENTS TO THE CLAIMS**

Claims 1-12 (canceled)

13. (currently amended): An item recommending system for recommending a related item at the time of purchasing a purchase item, said system comprising:

a client database which stores at least client information representing attribution of clients including personal users and corporation users, possessed item information representing items possessed by each of the clients, and recommendable item information representing items to be recommended to each of the clients ~~an item that a client possesses;~~

a client specifier which specifies a client concern based on the client information;

a related information storing memory which contains relationship information concerning purchase items and related items;

a possessed item extractor which, in response to client information, extracts from said client database the item that said client possesses;

a related item extractor which extracts, from said relationship information stored in said related information storing memory, an item related to the extracted item; and

a recommendation section which recommends the purchase of the related item extracted by said related item extractor.

14. (original): The system according to claim 13, wherein said client database stores discount information corresponding to a discount rate of a sales price with respect to each client, and said recommendation section recommends the item in a mode that reflects the discount rate corresponding to said stored discount information.

15. (original): The system according to claim 13, further comprising:

a receiver which receives identification information transmitted via a network to accept a log-in based on said identification information; and

a specifier which specifies the client based on said received identification information, wherein said possessed item extractor specifies the client from the received identification information and extracts the item that the specified client possesses from said client database.

16. (original): The system according to claim 13, further comprising:

means for inputting item purchase information of each client; and

means for adding an item that the client possesses to said client database based on the item purchase information.

17. (original): The system according to claim 13, wherein said related information storing memory stores a plurality of purchase items, an option item to be used as an option in each purchase item and/or a consumable item to be consumed in said purchase items, and said related information storing memory recommends the option item relating to the purchase item that the client possesses and/or the consumable item.

18. (original): The system according to claim 13, further comprising:

a sales history storing memory which stores a sales history; and

a memory which stores information on items whose probability of simultaneous purchase is more than a reference value to said related information storing memory based on the sales history stored in said sales history storing memory.

19. (original): The system according to claim 18, wherein said sales history storing memory stores both the history of items sold together by a store and/or a salesperson and the history of items sold together via a network.

20. (canceled)

21. (currently amended): An item recommending method via a computer network comprising:

defining relationship information in a database, representing for a relationship among a plurality of items;

storing client information representing at least attribution of clients including personal users and corporation users, indicative of an items that possessed by each of the clients, and recommendable items to be recommended to each of the clients possesses;

accepting access via the computer network by a client, and specifying a the client of an access source in response to access via a network based on the client information;

specifying a possessed items that possessed by the specified client possesses based on the client information;

determining, based on said relationship information, an items that is related to the specified possessed items; and

offering the determined related items to said specified client via the computer network.

22. (canceled)

23. (currently amended): A program for controlling a computer to perform:

specifying a client concern based on client information representing at least attribution of each client and items possessed by each client stored in a client database;

specifying extracting an items that a possessed by the specified client  
~~possesses from a~~ based on the client information in said client database;

specifying extracting a related items relating to the extracted specified  
items possessed by the specified client based on from a related related item information  
representing relationship among a plurality of items stored in a related item database,  
~~wherein said related information database stores information relating possessed and~~  
~~related items to each other; and~~

preparing information representing at least the specified related items;  
and

~~outputting a signal~~ the prepared information for recommending the purchase of the ~~extracted~~ related item to the client.

Claims 24-40 (canceled)

41. (new): The system according to claim 13, wherein the client information of corporation users in said client database includes personal ID data

including personal passwords of persons in charge of each corporation client with respect to corporation ID assigned to the corporation, and

said client specifier specifies a corporation user client by identifying both the corporation ID and personal ID based on the client information.

42. (new): The system according to claim 13, wherein said client database stores discount information corresponding to a discount rate of a sales price with respect to each corporation user client, and said recommendation section recommends the item in a mode that reflects the discount rate corresponding to said stored discount information.

43. (new): An item recommending method via computer network comprising:

providing online shopping site accessible via said computer network;

preparing item information representing relationship among a plurality of items to be sold on the online shopping site;

accepting access to the online shopping site via said computer network;

providing online shopping page having various routes to find items;

accepting designation of the items found on the online shopping page via said computer network;

registering client information if the accessing user is unregistered user;

specifying recommendable items related to the designated items or previously registered recommendable items being associated with client information of the client concerned;

providing recommendation information representing the specified recommendable items with the client concerned, via said computer network; and

registering information representing the specified recommendable items so as to be associated with the client information of the client concerned.

44. (new): The item recommending method via computer network according to claim 43, wherein,

said online shopping page provides a route for finding desired items, including the steps of:

showing classification items;

showing categories of main items which belong to a selected classification;

showing a list of models of main items which belong to a selected category; and

showing a list of items which relating to a selected main item model and belonging to the selected category.

45. (new): The item recommending method via computer network according to claim 43, wherein,

said online shopping page provides a route for finding desired items, including the steps of:

showing classification of items;

showing categories of items which belong to a selected classification; and

showing a list of items which belong to a selected category.

46. (new): The item recommending method via computer network according to claim 43, wherein,

said online shopping page provides a route for finding desired items, including the steps of:

showing categories corresponding to main items selected as desired item classifications;

showing a list of main items;

specifying item classification corresponding to a selected main item; and

showing a list of options or consumable items applicable to the selected main item.

47. (new): The item recommending method via computer network according to claim 43, wherein,

said online shopping page provides a route for finding desired items, including the steps of:

showing categories of main items corresponding to a selected item classification;

showing a list of models of main items belonging to a selected category with showing subordinate item classifications corresponding to each of the listed main items;

showing a list of items applicable to a selected main item while belonging to a designated subordinate item classification.

48. (new): The item recommending method via computer network according to claim 43, wherein,

said online shopping page provides a route for finding desired items, including the steps of:

accepting item code or item name input by the client;

accessing a database to find item information corresponding to items being associated with the input item code or item name; and

showing the found item information.